

# Hartford Courant



RDMS DocID 00100130

NOVEMBER 13, 1999

Pratt & Whitney  
CTD990622081  
R-8  
RDMS # 100130

## Football Stadium's Name Won't Be A Sellout

By DAVE ALTIMARI  
Courant Staff Writer

If state officials with dollar signs in their eyes were thinking about selling the name of the new UConn football stadium, they can forget about it.

There won't be Pequot or Mohegan Stadium — or, more importantly to United Technologies Corp. officials, General Electric Stadium.

That's because one stipulation UTC placed on the state in exchange

for the 75 acres at Rentschler Field is that the stadium name can't be sold for commercial purposes.

UTC officials could not be reached for comment Friday. But others said the company was concerned that a competitor would pay a couple of million dollars and splash a big sign on UTC's property.

Naming rights for stadiums can be big business. The Baltimore Ravens of the National Football League got more than \$100 million for a 20-year agreement naming their new building PSINet Stadium.

While the fee for a college football-only stadium, particularly one with only 35,000 seats, would be nowhere near that astronomical figure, state officials might have made money selling the name.

Gov. John G. Rowland had no problem agreeing to UTC's stipulations, said his spokesman, Dean Pagani. Moving to Rentschler Field from the Hartford riverfront likely would reduce the stadium rights fee anyway, he said.

"It's probably not worth as much

to an advertiser as when the stadium was along the highway and along the river," Pagani said.

There have been no discussions about what the stadium will be named, although in his letter to Rowland, UTC Chairman George David suggests that the name commemorate the historical use of the property.

So get ready for Otis Field, named after the elevator company UTC owns — or, for the sentimental at heart, Fred's Stadium, in honor of UTC founder Fred Rentschler.

Post-It® Fax Note	7671	Date	11-15	# of pages	3
To: LEVINE & U. RIVA		From: G. MINOR			
Co./Dept.		Co.			
Phone #		Phone #			
Fax # 5-3324		Fax #			